

## AOA set to fight for Part B pay hike

**M**edicare Part B physician reimbursements will be reduced approximately 5 percent in 2006—with similar cuts continuing through 2012—unless Congress acts to amend the formula used to set Medicare reimbursement levels, according to the AOA Advocacy Group.

The Medicare

Payment Advisory Commission (MedPAC), the body created by Congress to advise lawmakers on Medicare reimbursement issues, is recommending legislators intervene to give Medicare Part B providers a 2.7 percent increase in reimbursements, instead of the expected cut in 2006.

The commission has already recom-

mended changing the formula that is used to set Medicare Part B reimbursement levels in order to protect health care providers from volatile shifts.

Part B providers were narrowly spared a 3.7 percent pay cut for 2004 and a 4.5 percent cut for 2005, receiving instead a moderate 1.5 percent increase each year, thanks to provi-

sions included by lawmakers in the Medicare Modernization Act (MMA) of 2003.

Congressional action to save providers from the anticipated 2006 pay cut — as well as legislation to head off the additional pay cuts anticipated through 2012 by permanently amending the payment rate formula — are among the AOA

Advocacy Group's top priorities for 2006 and will be a major topic when the members of the AOA Keyperson Network, optometry's grassroots lobbying corps, gather in Washington to meet with lawmakers during the annual AOA Congressional Conference this spring.

*see Part B, page 10*

## FTC sees CL, eyeglass market 'highly competitive'

**T**he Federal Trade Commission (FTC) has released a study on the strength of competition in the sale of prescription contact lenses. Congress required the study under the Fairness to

Contact Lens Consumers Act (FCLCA), which was enacted to promote competition in the contact lens market.

"The report concludes that the contact lens market appears to be highly competitive with a wide choice of lenses which confirms our view," said AOA Washington Office Director Jon Hymes. "It also shows that eye care practitioners and retail outlets may be higher in price, but describes reasons for that difference."

The FTC's study examines a variety of issues, including: various types of manufacturer-seller relationships and their impact on competition; the prices charged by contact lens sellers in different retail channels; the effect of state regulations on competition in the sale of contact lenses; and the impact of the FTC's Eyeglass Rule on competition.

The FTC's study finds that "consumers have the ability to

choose between several retail options, other than their prescribing ECP, when purchasing contact lenses, due in part to the standardization of disposable soft contact lenses, along with the FCLCA-required prescription portability."

David B. Seibel, O.D., chair of the AOA Contact Lens & Cornea Section, said, "This FTC study validates what we contact lens practitioners knew even before the FCLCA, that our patients have always had the freedom of choice where to purchase their contact lenses without limits to competition."

Dr. Seibel said, "Some contact lens sellers have had unsupported complaints to the FTC that limited distribution strategies and private label contact lenses could restrain competition in the marketplace. This study firmly concludes that such strategies are rare and do not pose any threat to competition or to consumer welfare."

In conclusion, Dr.

Seibel said, "For the contact lens practitioner this study is yet another confirmation that from day one the issue was not about the freedom of choice where to purchase contact lenses. It was about assuring patients have regular eye examinations to provide optimum vision and eye health."

The study concludes that independent ECPs account for the majority of sales, followed by national optical chains and mass merchandis-

ers.

Regarding relationships between contact lens manufacturers and sellers, the FTC found that "exclusive relationships — such as a manufacturer agreeing to supply only one seller, or a seller agreeing to sell only one manufacturer's contact lenses — appear to be rare."

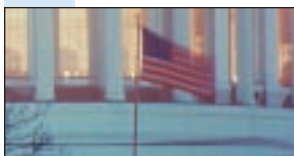
Private label and limited distribution strategies, although also rare, appear to be more

*see Market, page 7*

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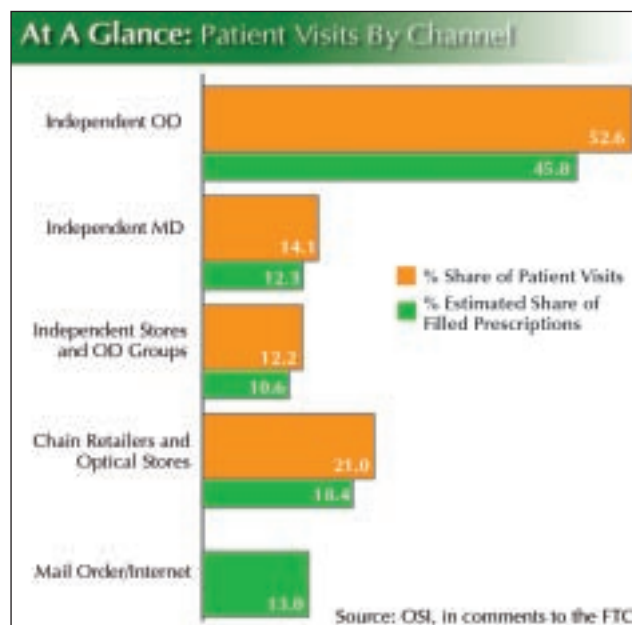
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# Kehoe files for office of AOA secretary-treasurer

**P**eter H. Kehoe, O.D., has filed for the AOA office of secretary-treasurer.

Dr. Kehoe was elected to the American Optometric Association Board of Trustees in June 1999 and re-elected in 2002.

As a member of the AOA Board, he is a member of the Finance Committee and serves as liaison-trustee to AOA-PAC, Federal Government Relations Center, Congress Executive Committee, and the National Board of Examiners in Optometry.

He also chairs the President's Council Project Team and is a member of the Proactive Legislative Project Team.

Throughout his Board of Trustees tenure, he has been active in developing children's vision programs, including facilitating the Infants' and Children's Vision Coalition and currently serves on the management team for the development and launch of InfantSEE™.

Prior to his election to the AOA Board of Trustees, Dr. Kehoe held a variety of volunteer appointments within AOA, including chair of the State Government Health Care Legislation Committee and was the Illinois Congressional Keyperson Coordinator.

Dr. Kehoe is a past president of the Illinois Optometric Association

and was selected as the IOA's 2001 Optometrist of The Year and 2004 Keyperson of The Year. He continues to serve on the Illinois Optometric Association's Legislative Committee and is an active keyperson to his state and federal legislators.

Dr. Kehoe is a graduate of the Illinois College of Optometry and is currently vice president of its Alumni Council. A Fellow of the American Academy of Optometry, he is in private practice in Galesburg, IL and a past president of the Galesburg Lions Club.

He resides in Galesburg, IL with his wife Melissa and daughters Alex and Katy.



**Peter H. Kehoe, O.D.**

## The Admiral's Log

The funeral service for W. David Sullins Jr., O.D., was held on Feb. 9. A large contingent of mourners gathered at the Keith Memorial United Methodist Church in Athens, TN on an overcast drizzling day to pay their respects. David's immediate family, optometric family and military family were all in attendance. Dr. Norman Haffner's eloquent eulogy touched everyone deeply.

During the gathering one shared thought

that occurred quite often was David's genteel ability to make everyone he met feel that he was their friend and that he cared and was there to serve.

Many stories were told of days gone by. His influence continues to spread far and wide. He touched many different people during his life.

The thought occurred that each of us who were touched by him might want to write a story or favorite remembrance of David. These will be compiled, bound

and presented to David's family. This could be a great solace to David's father, wife, sons and daughters-in-law, sisters and perhaps most of all, his grandchildren.

If you would like to take part, send your letter or email addressed to The Admiral's Log in care of Dr. John Amos at the U.A.B. School of Optometry, Birmingham, AL 35294-0010 or [JAmos@icare.opt.uab.edu](mailto:JAmos@icare.opt.uab.edu). Submit your letter by April 1, 2005.

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# Alcon invites Optometry's Meeting™ attendees to campus for distinctive picnic

**W**ith Optometry's Meeting™ being held in Alcon's backyard, the company is teaming with AOA to host a unique and first-of-its kind event.

On Wed., June 22, Alcon invites Optometry's Meeting™ attendees to visit the Alcon campus in Ft. Worth for a "Great Big American Picnic."

Alcon's "Great Big American Picnic" will turn the Alcon grounds into a down-home, all-American, summer picnic complete with a barbershop quartet, two live bands, a barbecue buffet, competitive outdoor games, and much more.

"We want to say thank you for our long relationship with optometry and the AOA," said Dave Sattler, Alcon director, Professional Relations.

"We're inviting people to our campus to show them just how serious and dedicated we are to the eye care business."

According to Sattler, buses from the hotels are set to arrive at the Alcon campus at 6 p.m., where a unique, multi-faceted picnic will welcome visitors.

"The picnic is going to be based around America, coast to coast, as we're decorating the Alcon campus with state flags and theming parts of the picnic on the various areas of the country," said Sattler.

"Under large colorfully-lit tents, we'll have a variety of food and drinks, offering both traditional grilled items and classic Texas barbecue. The trip across Americana will begin with a warm greeting from Uncle Sam on stilts. The relaxing sound of Alcon's own barbershop quartet will

then take guests back to a simpler time and will immediately set a familiar tone."

In the corners of the picnic, depending on which geographically themed area visited, guests can scale a mini rock climbing wall, play competitive games like Hi Striker or the football toss, visit an ice cream parlor, and get their pictures taken sitting on a real live Texas Longhorn.

For even more fun, guests will be able to test each other's speed in the Old West quick draw competition.

As guests enter the California-themed area, they'll be able to play Frisbee golf, surf the big one (waves courtesy of an inflatable game), and listen to music by the beach.

In addition, magi-

cians and jugglers will be strolling the Alcon campus, interacting with guests.

"While we want our guests to have fun with the activities, we're also opening up our research and development museum to show how serious Alcon takes research,"



Sattler told AOA News.

"We'll offer access to some scientists and researchers so AOA members can put faces to who's actually doing the research."

Additionally, guests can graze through free-standing food carts serving kettle corn and ice cold beverages.

Musical entertainment will be highlighted on two stages by Yellow Rose Productions from the Grapevine Opry, be playing country western tunes, and Time Bandits, playing classic rock 'n' roll.

Sattler urges guests to dress comfortably.

"Texas summers are very hot so don't forget your shorts," he said.

The evening will be capped by a fireworks display, the proper ending to a summer picnic.

"The picnic should be a great time," said Sattler. "You don't want to miss this event!"

Professional attendees (ODs, paraoptometrics, and students) and their guests only.

## Time capsule heading for Optometry's Meeting™



**Frank Fontana, O.D., displays the Contact Lens Time Capsule at AOA Headquarters. The time capsule will be on display at Optometry's Meeting™ at the Continuing Education hospitality area hosted by the Contact Lens and Cornea Section. Sealed in 1991, the 10th anniversary of the CLCS, and donated by Alcon, the capsule will be opened Friday June 24 and displayed via large screen TV to attendees. The capsule itself is in the shape of half a contact lens case. Behind Dr. Fontana is a small selection of AOA's historic spectacle collection.**

To register, and learn more, visit [www.optometrysmeeting.org](http://www.optometrysmeeting.org)

# AOA efforts help optometry keep high profile in media

Each month, the AOA Communications Group receives clippings from newspapers and magazines across the country. Each clipping includes the name of the publication in which it appeared, the date it appeared, and the total circulation.

These clippings help us to track what messages and stories are being published, and subsequently being read by the public.

Over the last year, the AOA Communications Group staff has implemented new practices in publicizing the importance of regular eye care, and the role optometrists play in the health care of Americans. These additional efforts have demonstrated an increase in clippings—and ultimately—the number of opportunities for eye-related stories to be read by newspaper audiences throughout the country.

For example, in August 2003, clippings' total circulation was over 3.9 million; August 2004 the total was over 8.4 million (4.5 million increase). September 2003 total circulation was over 4.3 million; 2004 was over 5.3 million (1 million increase). October 2003 total circulation was over 4.7 million; 2004 was over 5.7 million (900,000 increase). November 2003 clippings were in excess of 4.7 million in total circulation; 2004 totals were over 5.1 million (449,000 increase).

Clippings are still being received for December 2004 and January 2005, but following are clippings in which AOA and/or AOA members are men-

tioned or quoted:

- ❖ Advances in various health care professions and the resulting care to patients were addressed in *U.S. News and World Report*. The article referenced David Cockrell, O.D., chair of the AOA State Government Relations Center. A link to the six-page article is at [www.AOANews.org](http://www.AOANews.org).
- ❖ Risk of glaucoma and diabetes risk in minorities was covered in *Today's Black Woman* (circulation 200,000) and generated from a monthly news release sent by AOA Communications.

- ❖ Computer Vision Syndrome was covered in *Computerworld Magazine* (circulation 250,000).

- ❖ *Chicago Tribune* (circulation 963,927) published an article on Lens vs. Lasik. AOA Clinical Care Group Director Jeffrey Weaver, O.D., was quoted.

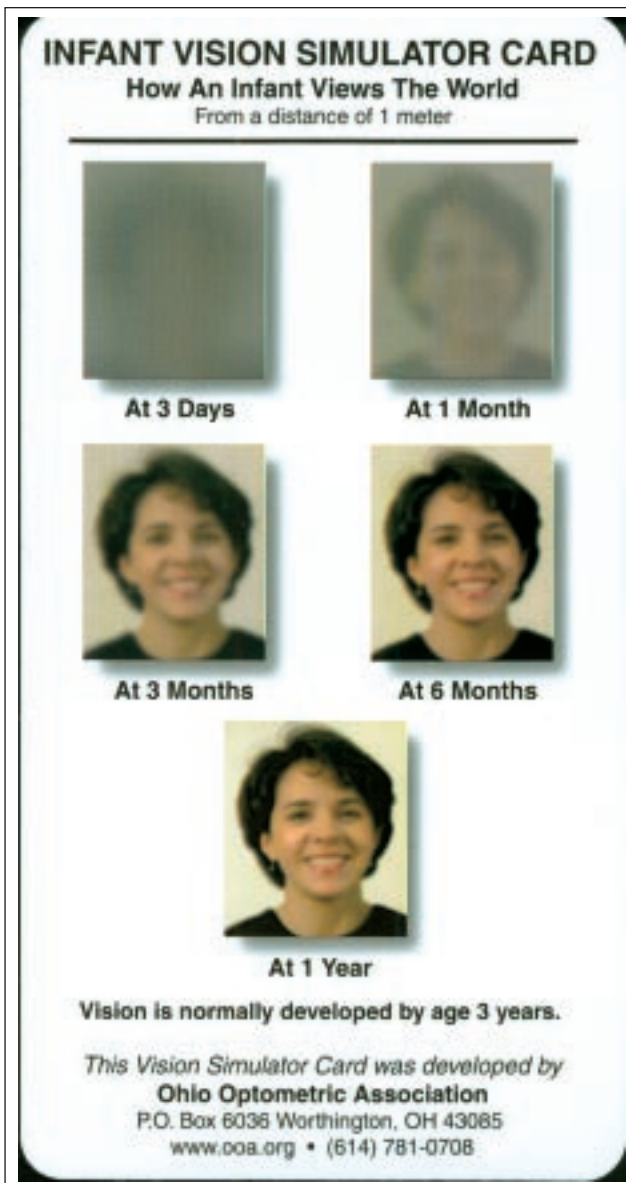
- ❖ AOA Contact Lens and Cornea Section chair, David Seibel, O.D., was quoted in the *Greenville News* (circulation 90,060) in an article regarding cornea reshaping technology.

- *Las Vegas Review-Journal & Sun* (circulation 229,000) covered the range of systemic diseases which can be identified during a comprehensive eye exam. Kerry Beebe, O.D., chair of the Clinical Care Group was quoted.

If you are interested in contacting your local newspaper, contact the AOA Communications



Group at [publicrelations@aoa.org](mailto:publicrelations@aoa.org). We are happy to provide suggestions, help identify media and contacts in your area, and provide sample releases that are ready to send.



Plastic cards showing the progression of vision in infants have been developed by the Ohio Optometric Association. For details, contact the OOA.

## Work Hard, Play Hard

You work hard providing the best possible eye care to patients who depend on you. You need the latest up-to-date information. Get it from the most knowledgeable, experienced optometrists as they share their extensive clinical expertise with you. And after 4 hours a day of the finest education available, play just as hard, as you enjoy the best beaches, the finest fare, the most luxurious resorts and the release you deserve for working so hard.

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Thanks to Essilor, James Carville & Mary Matalin will be the keynote speakers for the Opening General Session at Optometry's Meeting™. James Carville is one of America's best-known political consultants. His long list of electoral successes is evidence of a knack for steering overlooked campaigns to unexpected landslide victories. Mary Matalin served as assistant to George W. Bush and counselor to Vice President Dick Cheney, and was the first White House official to hold that double title. This year is likely to get a bit heated as they present their opposing political and marital views.

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## Medicare surveying health care providers regarding contractors

The Centers for Medicare & Medicaid Services (CMS) recently announced the launch of the Medicare Contractor Provider Satisfaction Survey (MCPSS), a new initiative designed to collect data on provider satisfaction with, and perceptions about, services provided by Medicare Fee-for-Service (FFS) contractors.

The MCPSS was sent to a random sample of 8,200 Medicare FFS providers in January.

The survey gives providers the opportunity to rate their Medicare contractor on provider communications, provider inquiries, claims processing, appeals, provider enrollment, medical review, and provider reimbursement.

"The CMS values the opinions of the Medicare physician and provider community and understands the important role that FFS contractors play in representing the Medicare program to providers. The MCPSS represents an important opportunity for providers to be heard," according to a CMS press release.

Westat, a survey research firm, is administering the MCPSS. Providers who received the survey notification packet can access the survey instrument on a secure Internet Web site or may request a paper copy and submit their responses via mail or fax. All information collected will be kept completely confidential, and individual providers will not be identified.

Data collection for the pilot will continue through March 31, 2005.

"Although participation is voluntary, CMS values your input if you are one of the providers receiving the survey," an AOA Advocacy Group spokesperson said. "If you do receive a survey notification packet, please complete and submit your survey responses as soon as possible."

For questions regarding the MCPSS, contact the MCPSS information line at (888) 863-3561 or MCPSS@westat.com. For information, visit [www.cms.hhs.gov/providers/mcpss/default.asp](http://www.cms.hhs.gov/providers/mcpss/default.asp).

## Leavitt to head HHS

On Jan. 26, the Senate confirmed the administrator of the Environmental Protection Agency, Michael O. Leavitt, to be Secretary of Health and Human Services. Prior to the EPA posting, Leavitt was governor of Utah.

During Senate confirmation hearings, Leavitt was asked about his views on Medicaid's budget, drug safety, the Medicare prescription drug benefit, and reimportation of drugs from Canada.

According to President Bush, "He is an ideal choice to lead one of the largest departments of the United States government. The Department of Health and Human Services touches the life of every person in this country. From the safety of our food and medicine, to the Medicare program, to preparing for any kind of health emergency, HHS has comprehensive responsibilities for the health of Americans."

Leavitt will take a post last filled by Tommy Thompson. The White House has nominated Lester Crawford for the commissioner of the Food and Drug Administration.



**AOA Keyperson and political activist Robert M. Easton, Jr., O.D. and his wife, Gloria, of Fort Lauderdale, FL, attended the Presidential Inauguration Jan. 20. In this photo, they are at Florida's Liberty Ball.**

## The AOA Medicare Compliance Manual

is available to association members for downloading free of charge through the AOA Advocacy Group page of the AOA Web site ([www.aoa.org](http://www.aoa.org)). Printed copies are available through the AOA Order Department (cost: \$50). The American Optometric Association thanks Marchon and OfficeMate for their generous support of the Medicare Compliance Manual.

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## Market, from page 1

common than exclusive relationships. The study concludes that the available data do not indicate that either of these strategies poses a threat to competition or consumer welfare.

The FTC conducted a survey of the availability and price of a six-month supply of 10 popular contact lenses at 20 online and 14 offline retail outlets.

"Regarding specialty lenses (such as toric or multifocal), the FTC found that the differences in price between independent ECPs, optical chains, hybrids (offline retailers' Web sites), and mass merchandisers were not statistically significant. For spherical lenses, however, the FTC found that the differences in price between mass merchan-

disers and hybrids . . . were statistically significant," according to an FTC press release.

The FTC's study also examines several other issues that may affect competition in the contact lens market.

According to the study, "state licensing requirements that restrict consumers' ability to buy contact lenses from out-of-state sellers

or non-ECP sellers may limit competition and harm public health."

The FTC's study also notes that state restrictions on truthful advertising are likely to inhibit competition and limit consumers' ability to make informed choices about their contact lens purchases.

The FTC's study additionally concludes that, "by making it easi-

er for consumers to comparison shop, the FTC's Eyeglass Rule has had a positive impact on competition in the eyeglass market, which has lowered prices and increased consumer choice."

The report is at [www.ftc.gov/reports/contactlens/contactlensrpt.pdf](http://www.ftc.gov/reports/contactlens/contactlensrpt.pdf).



# Letters

## Remembering Dr. Sullins

We have had the distinct honor of knowing Dr. David Sullins Jr. for over 20 years, and came to know him well. We are very sad that optometry has lost one of the most vibrant, goal-oriented, tireless leaders our profession has ever known. He was a man among men, and had a gift of distinguished leadership. His lifetime of dedication and service to our esteemed profession has accelerated our growth and maturity in so many ways.

Dave never backed away from a fight and he never wavered until success was achieved. His devotion and resolve on behalf of optometry was an inspiration to us all. Thank you, Dave, for all you did to help enrich all of our lives.

Ron Melton, O.D., and  
Randall Thomas, O.D.  
Concord, NC

I had the privilege of meeting Dr. Sullins when I was a student PAC rep from St. Louis in 1990. He and many other of the great leaders in our profession were all at the PAC meetings in DC.

Listening to Dr. Sullins speak, you instantly knew that he was incredibly bright, fiercely driven and passionate about the profession.

His charismatic style and obvious leadership ability made you want to say "You're darn right!" to almost everything he said.

But the thing that always impressed me most, and it's hard to say what is "most impressive" in a man of this stature, was his keen insight into what would be good for the profession and moreover, our patients.

The caring and passion that came with each conversation that I

heard or each time I heard him speak was clear, consistent and credible.

He was not only a great man of the profession, he was a "great guy." He was fun!

I still use one of his party tricks when I can find the props! For those of you who ever saw the egg, broom and pie tin trick, it was funny and amazing!

He could party even the young guys/gals into the ground and somehow manage to look fresh as a daisy the next morning. "If you hoot with the owls, you still have

to fly with the eagles" is one of his, perhaps paraphrased, favorites that I remember.

I was just some student from St. Louis, but even years later he always remembered me by name. He always asked about my family and practice in that order.

In years to come, the profession of optometry will continue to stand on the shoulders of the giants that went before us. Truly, Dr. David Sullins was one of those giants.

Dan Bowersox, O.D.  
Shelbyville, KY

The moving eulogy for Dr. Sullins, delivered by Alden N. Haffner, O.D., Ph.D., will be published in the March issue of *Optometry*.

Editor:

Dr. Mitchell Scheiman and his colleagues on the Convergence Insufficiency Treatment Trial (CITT) Study Group are to be commended for their efforts in completing the randomized clinical trial on the treatment of convergence insufficiency (CI) with vision therapy (*AOA News*, Feb. 1, 2005). This study provides further evidence of the efficacy of office based vision therapy in treating CI.

The fact that they

have obtained an additional \$6 million research grant from the National Eye Institute for an expanded study is of considerable note, since research into functional vision problems is not often given a high priority within eye and vision care research funding.

While preservation of eyesight from eye disease is the highest priority for eye care providers, functional vision problems such as CI, which potentially impact a greater percentage of the popula-

tion, deserve an equal level of clinical concern.

This study provides optometrists and ophthalmologists with additional evidence to support a recommendation for treatment or co-management with office based vision therapy for patients with functional vision problems like CI that can significantly impact their quality of life.

I look forward to the results of the expanded CITT study and encourage all eye care providers to con-

sider the benefits of office-based vision therapy services for their patients.

Those seeking to co-manage vision therapy services for their patients with a qualified developmental optometrist can locate a doctor in their area by visiting the Web site of the College of Optometrists in Vision Development at [www.covd.org](http://www.covd.org).

Lynn Hellerstein, O.D.  
President, College of  
Optometrists in Vision  
Development



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## Part B, from page 1

However, legislative observers say neither short-term nor long-term Medicare pay fixes will be easy to accomplish this year in light of record federal deficits and the Bush Administration's commitment to an overall review of the entire Medicare program instead of, what the administration considers, piecemeal measures such as adjustments to the Part B fee-setting formula.

Adjusting the fee formula to avert the anticipated fee cuts would cost the government around \$5 to \$10 billion over five years, according to MedPAC.

Medicare Part B "updates" its physician reimbursement levels each Jan. 1.

Among the key factors in the program's reimbursement-setting formula is the sustainable growth rate (SGR), an annual target intended to control the growth in expenditures for

physician services.

Under the formula, when Medicare spending for physicians' services exceeds the SGR, payments must be reduced to compensate for the extra expenditures. The anticipated pay cuts, next year and through 2012, would be a direct result of the SGR.

MedPAC, in its 2002 report to Congress, recommended amending the formula to set updates based on the estimated change in input prices for the upcoming year, minus an adjustment for productivity growth, instead of the SGR.

The U.S. Centers for Medicare and Medicaid Services (CMS) estimates that under such an amended formula, providers would receive a 2.7 percent increase in 2006 instead of the anticipated decrease, according to MedPAC staff.

Medicare Part B began paying physician

providers according to a national fee schedule (adjusted somewhat to reflect regional price variations), instead of reimbursing health practitioners their "usual and customary" fees, after Congressionally mandated Medicare physician payment reforms were adopted in the early 1990s.

Under the payment schedule, physicians saw reimbursements increase every year until 2002, when Medicare Part B implemented its first "negative update" of 5.4 percent.

In 2003, health care

practitioners saw that cut partially restored with a 1.6 percent increase in Medicare reimbursement.

However, that increase came only after CMS proposed a 4.4 percent cut in physician reimbursement and Congress intervened.

The MedPAC panel, during its Jan. 12 meeting, formally voted to recommend a 2.7 percent increase in Medicare Part B payments for 2006. The recommendation will be a part of the commission's new report to Congress, scheduled for release in March.

## Revision, field testing continue for Security Compliance Manual

As AOA News was going to press, the *AOA Security Regulation Compliance Manual*, was being finalized. Another source of information on HIPAA Security Compliance is: ♦ *Small Practice Security Implementation White Paper* available free of charge from the Workgroup for Electronic Data Interchange Strategic National Implementation Process (WEDI-SNIP), 12020 Sunrise Valley Dr., Suite 100, Reston, VA 2019, (703) 391-2716; fax 703-391-2759. [www.wedi.org/snip](http://www.wedi.org/snip).

The *AOA Security Regulation Compliance Manual*, which includes model policies and procedures developed specifically for the optometric practice, will be made available to AOA members free of charge on line through the AOA Web site as a member benefit, as well as in print form for a nominal charge through the AOA Order Department.

Details on the manual's actual release date will be announced here. The HIPAA Security Rule goes into effect April 20, 2005.

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American Optometric Association

# NEWS

Online



## Utah ODs plan to appeal ruling in Intermountain Health Care exclusion case

**M**ore than three years after Utah ODs filed suit, a judge has ruled that a Utah insurance provider is not violating antitrust laws by excluding optometrists from its provider panel.

U.S. Senior District Judge Bruce S. Jenkins said there is not, and no reasonable jury could find, "an unlawful boycott or concerted refusal to deal." Likewise, there is not, and no reasonable jury could find an "actionable violation of section 1 or section 2 of the Sherman Antitrust Act."

"With all due respect to Judge Jenkins, this is a large case and one of great significance," Daniel L. Berman, lead attorney for the optometrists, told the *Salt Lake Tribune*. "His opinion totally disregards the applicable law."

According to Lance R. Plunkett, JD, AOA counsel, the court dismissed on the grounds that the optometrists could demonstrate no relevant market in which they competed and in which competition itself had been injured.

"An injury to competitors alone does not support an antitrust case," said Plunkett.

"You have to show that competition itself was injured and that you then suffered from that antitrust injury too. The court here is ruling that in no market in which the optometrists logically competed could the court find any injury to competition—only that the optometrists were injured by not being allowed to be part of

what they were simultaneously claiming was a larger conspiracy to harm competition—and that, the court finds, cannot be the predicate basis for an antitrust claim."

Basically, the courts cannot be used to create an any-willing-provider situation via an antitrust claim, explained Plunkett. "Any-willing-provider scenarios are going to have to come from the legislatures, either on the state or federal level," he said.

"I do not agree with the judge's opinion," said Terry Berner, O.D., one of the 49 individual plaintiff ODs. "Our lawyers say we'll have no problem overturning the decision on appeal."

The case goes back to November 2001, when a group of Utah ODs filed a federal antitrust lawsuit against Intermountain Health Care (IHC) in U.S. District Court for the District of Utah, trying to end what they called intentional exclusion from a health care plan.

From Salt Lake, Davis, Weber, Cache, and Utah counties, the group of 49 individual optometrists and 12 Standard Optical Company ODs sued both IHC and individual ophthalmologists.

The ODs claimed they had been "precluded from providing eye care services to enrollees covered by defendants' private health care plans as a class of health care providers solely on the basis that they are optometrists and not ophthalmologists."

When needing eye care, IHC requires its policyholders to visit approved ophthalmolo-

gists. According to the original suit, IHC dominates health care markets in Utah, including acute care hospitals, surgical facilities, and surgical facilities for eye care surgery.

"I've been trying to become an IHC approved provider since 1985," said Dr. Berner at the time the suit was filed. "They continue to add ophthalmologists, but never ODs. It's the boycott of a profession really."

IHC owns, administers, and markets seven health care plans—according to the suit—that have approximately 40 percent of the total enrollees in private health care plans on the Wasatch Utah front or 22 percent of the state's population.

The optometrist's suit alleged that from 1997 to 2001:

- ❖ When marketing its plans, IHC implies that its approved providers are better qualified and lower in cost than non-approved health care providers.

- ❖ IHC provider panels are additionally used by enrollees of IHC-affiliated health plans.

- ❖ IHC leases its provider panels to IHC-affiliated health plans to be used as the provider panel by their own enrollees for covered benefits.

- ❖ IHC has excluded optometrists, even though the same eye care services ODs provide are covered benefits if an ophthalmologist performs them, and despite the fact the ODs are licensed and qualified to provide these services, often times at a lesser cost.

"The ultimate goal

of the suit is twofold," said Berman, lead attorney, to *AOA News* in 2001. "We want to be authorized providers within IHC and want to recover past damages."

The optometrists asked for \$45 million to recover past damages in addition to monetary compensation for recovery of costs of the suit.

While the suit claims that it is in the IHC ophthalmologist's economic interests to exclude optometrists from the panels of IHC's private health care plans, IHC attorney Gary Bendinger disagreed.

"The allegations in the complaint filed by a group of area optometrists are false and unsupported," said Bendinger in a prepared statement in 2002.

"This suit is an unwarranted attempt by some optometrists to increase their incomes by forcing their way onto IHC's health insurance panels. Optometrists and ophthalmologists have a long history of an adversarial relationship. Now some optometrists are trying to draw IHC Health Plans into their battle. It is regrettable that IHC Health Plans will go through this with the only result being large legal costs. Ultimately IHC is confident it will defeat the optometrist's claims."

"Antitrust is very complex commercial litigation," said Dr. Berner. "There's a lot of time and effort. We knew we'd be in it for the long haul and are now prepared for the appeal."

# ORA deadline approaching

**A**OA's Optometric Recognition Award (ORA) program will mark its 26th year of existence in 2005 at the AOA Congress: Optometry's Meeting™ in Dallas, TX, during an honoree recognition ceremony in the House of Delegates.

Doctors wishing to participate in this year's awards ceremony must send their applications or renewal forms with fees and proof of CE hours earned from 2004 by March 31.

The ORA program recognizes doctors of optometry for their ongoing continuing education efforts. New

participating doctors must initially complete 150 CE hours during a three consecutive year period to earn an ORA and then complete 50 CE hours every year thereafter to earn renewal status.

Since 1980, the year of inception for the ORA program, 1,729 doctors have received awards.

Fees for new participants are \$40, and fees for renewals are \$20. For more information about the ORA program, contact AOA Administrative Services at (800) 365-2219, ext. 258 or 260, or send an e-mail to [ORA@aoa.org](mailto:ORA@aoa.org).

Read more at [www.AOANews.org](http://www.AOANews.org)

American Optometric Association  
**NEWS**  
Online

## 2005 tax tips for optometrists

By Kenneth E. Hicks, CPA

Just when we think we have the tax laws figured out, Congress passes The American Jobs Creation Act of 2004 in October of 2004 with some important incentives for ODs. Here is a quick summary of tax changes and strategies you may find helpful for 2005.

❖ You can take a special election that converts your practice from an accrual to a cash basis and take the whole deduction in one year. We did just that last year for three different ODs and created tax deductions of \$50,000, \$30,000 and \$14,000 respectively. This also results in recurring tax savings, because you only pay taxes on money as you receive it, not as you book the revenue.

❖ One of the fastest-growing business entities in the U.S. is the S corporation. If you are starting a practice or thinking of converting an existing practice to a different tax structure, the new rules make S corporations very attractive. We can help you compare the advantages and disadvantages of S corps based on the gross and net of your practice.

❖ The standard mileage rate for business driving increases to 40.5¢ per mile, and the mileage rate for medical and moving expenses increases to 15¢ a mile. The rate for charitable driving remains at 14¢ per mile.

❖ If you're planning to make capital improvements to your office, you may benefit from enhanced depreciation rules. The \$100,000 expensing election is extended through 2007. Inflation adjustment puts the limit at \$102,000 for 2004 and \$105,000 for 2005.

*Kenneth E. Hicks, CPA is a senior partner in May & Company, LLP, an accounting firm that consults with optometrists in 26 states on tax planning and preparation, QuickBooks® support, and business planning. (601) 636-0096 or [odtaxservice@maycpa.com](mailto:odtaxservice@maycpa.com).*

## AOA Shopping Online the Newest AOA Member Benefit



Treat your staff and yourself this new year with a variety of AOA apparel and gift items.

The process is simple. Visit the AOA Web site to view the selection of great products and to download the catalog and order form or call 800/365-2219, ext. 222 to place your order. There's something for everyone – men's and women's shirts, blouses, sweaters, and windbreakers, fleece blankets, and travel mug and coaster gift sets.



When your order exceeds \$100.00\*, you'll receive a 10% discount off your entire purchase for orders placed by February 28, 2005. (one-time offer)

Welcome in the new year and display pride in your profession. Order your AOA apparel and gift items today!



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877-695-2472

### Delivery Service

United Parcel Service

800-325-7000

### Equipment Leasing

Great America Leasing  
800-274-2641

Popular Leasing USA

800-365-3992

### Long-Term Disability Insurance

AGIA

800-245-4454

### On-Hold Messages

The Original On-Hold

Company

800-688-4181

### Practice Appraisals

Irving Bennett Business and

Practice Management Center

— PCO

215-780-1237 or 1235

Practice Appraisal &

Mediation

Gary Moss, O.D.  
978-692-2999

### Professional Liability Insurance

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800-503-9230

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Existing Plans

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New Plans 800-523-1125

### Long-distance Service

AOA Telecommunications Network

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### Rental – Automobile

National Car Rental

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MBNA – Applications

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Gen. Info 800-421-2110

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\*Cost of goods purchased must exceed \$100.00 U.S. funds, prior to tax and shipping to receive the 10% discount.

# AOA continues Vision Connection collaboration

**A**OA continues to partner with VisionConnection to promote a neutral resource for informing the public about clinical and support services for people with vision impairment, who may benefit from vision rehabilitation care.

Developed as an online source for the latest information on vision impairment, blindness prevention and vision rehabilitation, VisionConnection features a variety of topic-specific channels as well as unique features, such as "Help Near You."

This is a locator database that allows users to search a collection of more than 5,000 vision rehabilitation services, low vision clinics, practices, support groups, and various educational, governmental and financial resources for the blind and visually impaired, worldwide.

In order to support VisionConnection in its effort to build a comprehensive database, AOA optometrists who include low vision care and rehabilitation in

their practices should take a moment to visit the VisionConnection Web site and complete the online survey at <http://www.visionconnection.org/aoaform.htm>.

The AOA Low Vision Rehabilitation Section (LVRS) was instrumental in the development of the survey and promotion of optometric representation in this multi-disciplinary database.

Although Low Vision Rehabilitation Section membership is not required to be listed on VisionConnection's "Help Near You," section membership is highly recommended for optometrists who want to stay current on issues, procedures and coding for services related to evaluation and management of patients with vision impairment.

To become a LVRS member today or check your section member status, please call Stephanie Brown, LVRS Manager, at (800) 365-2219, ext. 225.

Hard copies of the survey may also be faxed or mailed to members who request them.

# Vision-Ease lens receives AOA Seal of Acceptance

**V**ision-Ease Lens, a designer, manufacturer and distributor of polycarbonate ophthalmic lenses, has been awarded the AOA Seal of Acceptance for UV Absorbers/Blockers by The Commission on Ophthalmic Standards for its SunRx® Melanin polarized polycarbonate lenses.

These new sun lenses combine the light-absorbing properties of melanin with Vision-Ease's patented polarization process for superior protection from the sun's harmful rays. SunRx Melanin lenses also provide enhanced visual comfort and improved visual acuity.

"Melanin is a natural light-absorbing substance found in our skin and in the retina," explains Tom Moravec, Vision-Ease Lens Director of Technology.

In addition to reducing the risk of cataracts and age-related macular degeneration, the new polarized melanin sun lenses also protect the skin around the eyes against premature wrinkles caused by sunlight.

SunRx Melanin polarized lenses provide 100 percent UVA and UVB protection and up to 50 percent more HEV protection than ordinary sun lenses.

In addition to offering superior protection from UV and HEV radiation, SunRx Melanin Lenses include Vision-Ease's patented polarization process that virtually eliminates reflective glare. Made of premium polycarbonate material, SunRx Lenses are up to 20 percent thinner, 30 percent lighter, and up to 10 times more impact-resistant than other sun lenses.

Vision-Ease Lens offers a full line of lens products that serves retail, laboratory and dispensing markets throughout the world. For more information about Vision-Ease Lens and its products, call (800) 328-3449 or visit their Web site at [www.vision-ease.com](http://www.vision-ease.com).

# RIOA plans special 102th anniversary celebration

**T**he Rhode Island Optometric Association is planning a special New England-style celebration in honor of its 102th anniversary.

The RIOA 102th Anniversary Celebration scheduled for May 21-22, at the historic Viking Hotel in scenic Newport will feature a golf tournament, black tie (optional) gala, sailing, and, of course, a tradi-

tional New England clam bake.

"In addition to providing optometrists, and their families, from across the Ocean State an opportunity for a traditional weekend at the shore, we hope this celebration will provide an opportunity for native Rhode Islanders who now practice optometry elsewhere to join us in this observance of the great tradition of

optometry in our state," RIOA Immediate Past President Elliot Waterman, O.D. said.

Rhode Island was the first state to pass legislation authorizing optometrists to use diagnostic pharmaceutical agents, thereby becoming the first state to authorize optometrists to begin providing eye care as well as vision care, Dr. Waterman noted.

The spring event is being held solely as a celebration in honor of the association's founding. The RIOA annual convention and business meeting is held in January.

For information contact Tim Bonin, P.O. Box 438, Greenville, RI 02828, (800) 491-7550 (in-state) or (401) 949-0433, FAX: (401) 949-0534, [tbonin\\_rioa@earthlink.net](mailto:tbonin_rioa@earthlink.net), [www.RIOA.org](http://www.RIOA.org).



Advanced Medical Optics, Inc.

Alcon Laboratories, Inc.

Allergan

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Essilor of America, Inc.

HOYA

Luxottica Group

Marchon Eyewear, Inc.

Signet Armorlite, Inc.

TLC Vision Corporation

Transitions Optical

Vision Service Plan

VisionWeb

Vistakon

## Industry Profile: Allergan

Allergan is driven by technology and innovation to address the needs of customers around the world. Embedded in the company's history and success is the knowledge that listening to our customers drives our progress.

With over 5,000 employees, 33 commercial locations, four world-class research and development facilities, and three state-of-the-art manufacturing plants, a strong focus on customers' needs, and the greater good of improved health, is what sets us apart in the eye care industry.

Headquartered in Irvine, CA, Allergan develops and commercializes innovative products for eye care, skin care, and other specialty markets. In addition to our discovery-to-development research programs, Allergan has global marketing and sales capabilities in over 100 countries that deliver value to our customers, satisfying unmet medical needs and improving people's lives.

Working with eye care professionals has resulted in the rapid growth of Allergan's ophthalmic pharmaceuticals business. With an expertise in discovering and developing new therapeutic agents for conditions and diseases of the eye, Allergan is positioned to make significant investments in eye care research and development projects.

To deliver on our commitment to pioneering new therapies, Allergan has invested more than \$750 million into our research and development pipeline in the past five years alone. Today, that pipeline is broad and maturing.

Embracing the modern tools of discovery research, Allergan's scientists have made important progress in providing new medicines to attack sight-threatening diseases, such as dry-eye disease, bacterial conjunctivitis, and glaucoma. Additionally, we have expanded our Refresh® family of products—the number one selling brand of lubrication drops for dry eye symptoms.

Half a century ago, Allergan consisted of a few square feet of floor space in the loft of Gavin Herbert Sr.'s Los Angeles drugstore. Today, Allergan enters the new millennium as a world leader in eye care, with marketed products worldwide approaching sales of 1.5 billion. Dr. Mark Dunbar of the Bascom Palmer Eye Institute in Miami says, "Allergan has always been the leader in addressing the needs of doctors by getting effective new drugs to the marketplace."

Whether it is a drug for treating glaucoma, an antibiotic for fighting infections, or developing a new dry eye therapy, Allergan is at the forefront as a leader in the pharmaceutical industry and has always reached out to provide research support for clinicians and scientists in the quest to better understand ocular disease.

They have even gone into the trenches to support optometry on a grassroots level by finding their way into offices of doctors in cities and towns across the country. "Our goal is to continue to work with optometrists and other eye care professionals to provide high-quality products that improve eye care around the world."

*Industry Profile is a regular feature in AOA News allowing members of the Ophthalmic Council to express themselves on issues and products they consider important to the members of AOA.*

## Transitions opens consumer exhibit

Transitions Optical, Inc. has partnered with the Carnegie Science Center, based in Pittsburgh, PA, to develop an "Eye Didn't Know That!" consumer exhibit that will be displayed at science centers throughout the United States and Canada during a 13-city tour that began in February 2005.

The "Eye Didn't Know That!" exhibit is expected to reach thousands of consumers in each market. Eye care professionals and local labs will be given a sneak peek of the consumer exhibit during "Advance with Transitions" trade tour events to immediately precede the opening of the exhibit in each city. After the tour, the exhibit will reside at the Carnegie Science Center in Pittsburgh.

The 800- to 1,200-square-foot interactive science center venue showcases many informative stations that cover fundamentals related to the eyes and how they work, corrective lenses, including photochromics, and the light spectrum and how to protect the eyes from UV damage.

While geared toward the middle school age range, the exhibits offer valuable information for the whole family.

Transitions Optical has also launched [www.eyedidntknowthat.info](http://www.eyedidntknowthat.info) to connect consumers, Eye care professionals, and educators with valuable eye health information from the exhibit.

Contact Transitions Optical Customer Service at (800) 848-1506.

## VSP expands loan program

A new loan program financed by Vision Service Plan (VSP) and administered by Vision One Credit Union is helping private-practice eye doctors become business owners, whether it's buying an existing practice, buying into a partnership or simply making a down payment as a first-time practice purchaser.

With the addition of Washington, there are six states where the loan program is available—California, Ohio, Colorado, Indiana and Texas.

VSP has made an initial commitment of \$5 million to fund the loan program. All repayments will be returned to the loan fund to help provide loans to other doctors.

Loans must be commercially viable and may be made to corporations, partnerships, sole propri-

etors or individuals, subject to Vision One Credit Union's credit approval and standard documentation.

Loan applicants who are not part of the VSP member doctor network will be required to demonstrate that they are qualified to join the network, and submit an application for membership, as part of the loan process.

Vision One offers full service banking exclusively to private practice optometrists and companies that support independent optometry. Services include loans for practice purchase, improvements, equipment and commercial real estate; in addition to federally insured deposit accounts for business or personal use.

Additional information is at [www.visionone.org](http://www.visionone.org).



## Paragon offering CRT certification

**P**aragon Vision Sciences will host certification seminars at the upcoming International Vision Expo East conference for practitioners wanting to prescribe Paragon CRT®. The International Vision Expo East conference will be held in New York City, New York March 10-13, 2005.

Paragon CRT is the first and only FDA-approved contact lens for overnight corneal reshaping with Proximity Control Technology® and the only lens with an extensive and proven patient track record.

Approved for all ages, Paragon CRT is the ideal vision correction option for consumers desiring freedom from daytime con-

tact lenses and spectacles yet preferring a non-surgical vision correction alternative.

Practitioners attending International Vision Expo East have the opportunity to join John L. Schachet, O.D., who is in private practice in Englewood, CO, for the COPE-approved Paragon CRT seminars.

Practitioners attending the seminars will receive expert clinical training, practice management tips, and the required certification to begin fitting Paragon CRT. The courses will cover basic instruction and certification on the design and prescribing of Paragon CRT followed by the FDA-required certification test.

Visit [www.paragoncrt.com](http://www.paragoncrt.com).



**In collaboration with Safilo, Marc Jacobs has unveiled frames characterized by "simple and minimalist lines," underscored by classic colors for more masculine models and delicate hues for women's frames. The look alternates large square designs with softened or rounded corners and oval designs. Temples are personalized by tiny rectangular plates in gold colored metal embedded next to the hinge, bearing the Marc Jacobs label. Visit [www.marcjacobs.com](http://www.marcjacobs.com).**



**The Ray-Ban Junior Sun Collection Spring/Summer 2005 is designed to meet the needs of younger eyewear users. Sports-oriented, assertive styling and strong lines are the keynotes of this injection-molded plastic model with polycarbonate lenses. The RJ 2091S is available in six new colors. The Ray-Ban logo is printed on the arms. Visit [www.ray-ban.com](http://www.ray-ban.com).**



**The latest Luxottica Collection offering features classic men's styling in lightweight titanium. A larger, full-rim frame ideally suited for the mature consumer, LC 1353T sports a double brow bar and square lenses with softened edges. Thin, sleek metal temples add to the frame's spare profile. LC 1353T is available in two sizes - 54/18/140 and 56/18/140. The color palette is traditional in shades of gold, satin black, steel and café. Visit [www.luxottica.com](http://www.luxottica.com).**

## CIBA donates to AMD charity

Age-related macular degeneration (AMD) is the most common cause of irreversible vision loss for people over the age of 60.

In acknowledgement of the impact AMD has on vision care, CIBA Vision has made a donation to The Macular Degeneration Partnership (MDP).

The MDP is a non-profit organization made up of patients, families, researchers, physicians, industry partners and workers in the fields of vision and aging, who work to provide up to the minute information about AMD to the public, to support research and to coordinate advocacy efforts.

"The Macular Degeneration Partnership estimates that as many as 21 million Americans will have AMD by the year 2020," said Rick Weisbarth, O.D., vice president of Professional Services for CIBA Vision North America.

"CIBA Vision is pleased to support the work of the MDP in their efforts to help the world cope with and overcome AMD."

For more information on AMD or the Macular Degeneration Partnership, visit [www.amd.org](http://www.amd.org).



# Calendar

## March

19TH ANNUAL EYE SKI CONFERENCE March 6-11, 2005 Lodge at Mountain Village Park City, Utah  
Tim Kime O.D. 419/ 475-6181  
tandbkime@buckeye-express.com  
www.eyeskiutah.com

GLAUCOMA AND RETINA IMAGING STRATEGIES FOR COMPREHENSIVE DISEASE MANAGEMENT  
March 6, 2005  
Illinois College of Optometry Lecture Center  
Contact Ms. Connie Pietrzak, 312-949-7080.

LAS VEGAS 2005 March 9-11, 2005 Las Vegas, NV Ann Larsen 314-516-5948 University of MO-St. Louis College of Optometry & Ophthalmic Education Institute 314/ 516-5615  
ellerbusch@umsl.edu  
www.umsl.edu/~optometry.html

OCULAR THERAPEUTICS IN CANCUN March 9-13, 2005 Fiesta Americana Condesa Dr. Litwak 410/472-4240  
ocular9@aol.com  
Drs. Jim Thimons, Tony Litwak, Rob Wooldridge  
www.oculartherapeutics.com

INTERNATIONAL VISION EXPO EAST, March 10-13, New York  
www.visionexpoeast.com

TROPICAL SEA E KEY WEST 2005 March 16-22, 2005 Key West Kathie Yates 281/992-0002 kathie@tropicalseae.com  
David Bright O.D., John McGreal O.D.  
www.tropicalseae.com

SNOWVISION March 16-19, 2005 Marriott Resort and Spa, Vail 866/658-1772  
www.revoptom.com/

OPTOMETRIC PHYSICIANS OF WASHINGTON ANNUAL CONVENTION March 16-19, Bell Harbor International Conference Center, Seattle, (425) 455-0874, opw@eyes.org  
www.eyes.org

NEW JERSEY CHAPTER OF THE AMERICAN ACADEMY OF OPTOMETRY GOLF CONFERENCE, March 16-20, Hilton Embassy Suites at Kingston Plantation, Myrtle Beach, SC 732/920-0110, Fax 732/920-7881, dhl2020@aol.com

NEURO-OPTOMETRIC REHABILITATION ASSOCIATION NORA ANNUAL MEETING March 18-21, 2005 Palmer House Hilton Chicago, IL Dr. Kevin M. Chauvette 603/ 424-0404 x17

SOUTHWEST COUNCIL OF OPTOMETRY EDUCATIONAL CONFERENCE AND EXPOSITION March 18-20, 2005 Hotel Intercontinental-Dallas swco@optometry.uh.edu.  
Niki Bedell 713/ 743-1856 fax: 713/ 743-6541 www.swco.org

CRUISE THE CARIBBEAN March 19-24, 2005 Departs from Miami, cruising to Grand Cayman & Ocho Rios, 800/805-7245  
http://optometry.nova.edu/ce

ASPEN-SNOWMASS VISION RETREAT March 20-22, 2005 Timberline Lodge and Condominiums Upper Snowmass Village Ann Denney 800/525-2052 x657  
eyeski@integrity.com 314/351-3499 fax: 314/351-4917  
http://www.eyeski.com

## April

IOWA OPTOMETRIC ASSOCIATION ANNUAL CONGRESS April 1-3, 2005 Embassy Suites Hotel Des Moines, IA Chris Halsten 515/222-5679  
chrish@iowaoptometry.org  
fax: 515/222-9073  
www.iowaoptometry.org

THE BUSINESS OF EYE CARE FORUM  
Radisson Penn Harris Hotel Presented by Cleinman Performance Partners Sponsored by the Pennsylvania Optometric Association April 3, Ilene Sauertieg (717) 233-6455  
ilene@poaeyes.org  
www.poaeyes.org

**April 7 Binocular Vision and Pediatrics Forum**, including Diagnosis & Management of Visually-Related Learning Problems and A Model for Managing Vision Therapy Cases  
**April 8 Children's Learning Forum**

including lessons from the childhood programs of Reggio Emilia, Italy; and Unseen Visual Problems, Unmet Needs Holiday Inn on the Lane, Columbus, OH Dr. Marjean Taylor Kulp 614-688-3336  
Fax 614-247-6907  
kulp.6@osu.edu  
http.optometry.osu.edu

KANSAS OPTOMETRIC ASSOCIATION CONVENTION April 13-16, Capitol Plaza Hotel 785/ 232-0225  
todd@kansasoaptometric.org  
fax: 785/ 232-6151

TROPICAL SEA E COSTA RICA 2005 April 15-17, 2005 Kathie Yates Executive Director 281/ 992-0002  
kathie@tropicalseae.com  
fax: 281/ 992-7621  
www.tropicalseae.com

SOUTHERN COLLEGE OF OPTOMETRY SPRING CONTINUING EDUCATION PROGRAM  
April 16-17, 2005 Memphis, TN (901) 722-3216  
ce@sco.edu  
www.sco.edu

UNIVERSITY OF CALIFORNIA, BERKELEY MORGAN SYMPOSIUM/SARVER SERIES  
April 15-17  
Nyla Marnay Continuing Education Office Manager 800-827-2163  
optoCE@berkeley.edu  
www.optometry.berkeley.edu

MID AMERICA VISION CONFERENCE, UMSL, Sunday, April 17, 2005 sponsored by University of MO-St. Louis College of Optometry & the Ophthalmic Education Institute "Imaging Techniques To Understand Human Brain Functions" Lis Ellerbusch (314) 516-5615 Ann Larsen (314) 516-5948  
www.umsl.edu/~optometry.htm

13TH ANNUAL SUNCOAST SEMINAR April 30 - May 1, 2005 Hilton Clearwater Beach Resort sponsored by Pinellas Optometric Association (local affiliate society of the Florida Optometric Association) Philip G. Currey, O.D. (727) 442-5504 ldoc1@aol.com

## May

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Cathy Stern, O.D., 781-575-  
0057,  
[success@myvisiondoc.com](mailto:success@myvisiondoc.com)

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751-7242 [fleece@laplaza.org](mailto:fleece@laplaza.org)  
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Glenden Beach, OR

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TION  
Clive E Watson, E.D.  
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801/364-9613 Fax  
[uoa@xmission.com](mailto:uoa@xmission.com)  
[www.utaheyedoc.org](http://www.utaheyedoc.org)  
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The Canyons Resort, Park City  
Utah

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Hyatt Hotel New Orleans, LA

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Sue Gardner  
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Fax 252/ 237-9233  
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[www.wvoa.com](http://www.wvoa.com)  
June 3-5, Embassy Suites  
Myrtle Beach, SC

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UNIVERSITY COLLEGE OF  
OPTOMETRY  
Lisa McCormick  
918/ 456-5511 x4033  
Fax 918/ 458-2104  
[mccormil@nsuok.edu](mailto:mccormil@nsuok.edu)  
<http://arapaho.nsuok.edu/optometry>  
June 3-5, 2005  
Branson, MO

SUNDAY CE PROGRAM  
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Megan Holmes  
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[www.MaineEyeDoctors.com](http://www.MaineEyeDoctors.com)  
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Resort; Girdwood, Alaska

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## SIGN UP SHEET

### What is InfantSEE™?

InfantSEE™ will be a public health program designed to ensure that optometric eye and vision care becomes an integral part of infant wellness care to improve a child's quality of life.

AOA is developing this program to stress the critical importance of the early detection, management, and treatment of ocular conditions and diseases. More than 4,000 ODs have signed on.

Under this program, AOA Member Optometrists will provide a comprehensive infant eye assessment within the first year of life as a no cost public health service.

An InfantSEE™ eye assessment will be an important new component of the infant health routine that America's parents perform for their babies.

InfantSEE™ will complement the wellness care that a baby receives at the pediatrician's office by broadening the review of an infant's vision and eye health status.

### What is the most recent news about the InfantSEE™ program launch?

- ❖ Johnson and Johnson Vision Care, Inc. is our working partner for the InfantSEE™ program; with a five-year commitment to help us reach new parents and mothers-to-be.
- ❖ Johnson and Johnson Vision Care, Inc. has agreed to provide start-up funding and other resources for the first two years to help with materials development, optometrist recruitment and training, public awareness, promotion, and launch of InfantSEE™.
- ❖ An InfantSEE™ State Leader training program is under way to provide outreach tools to state and regional leaders for the purpose of educating their peers about the program and encouraging their participation. The Vision Care Institute of Johnson & Johnson Vision Care, Inc. is graciously hosting this training at its new facility in Jacksonville, FL.

Please fill out the information below to sign up as an InfantSEE™ Provider or register at [www.aoa.org](http://www.aoa.org)

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State: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

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Betsy Zatkulak  
InfantSEE™ Provider sign-up  
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## The leading contact lens practitioners belong to the AOA CLCS: Shouldn't you?

### What is the Contact Lens and Cornea Section?

The CLCS is a nationally recognized segment of the American Optometric Association (AOA).

### Who are members of the CLCS?

Eye care professionals and optometry students who are dedicated to furthering their understanding in the field of contact lenses, refractive surgery, and the diagnosis and treatment of anterior segment disease.

### What can CLCS do for you?

First, provide timely clinical education, representation with state and national government agencies, and be a recognized and trusted voice to the public for information on contact lenses and refractive technology.

We'll provide you well-timed clinical information through our comprehensive monthly e-newsletter CLCS On-Line, and support the innovative educational programming at Optometry's Meeting™.

And, represent the interest of the CLCS members to the optometric profession, as well as outside government agencies, such as the FDA and FTC on issues affecting the optometric practice.

Lastly, the section will provide you a national referral network, which you can use as a reference to refer and receive patients with other practitioners who are specialists like yourself.

### Summary of CLCS Membership Benefits

Return on Dues Investment:

- ❖ Monthly Electronic Newsletter
- ❖ Membership Directory
- ❖ Discount Coupon Book
- ❖ Free CE hours

Increased Professional Skills:

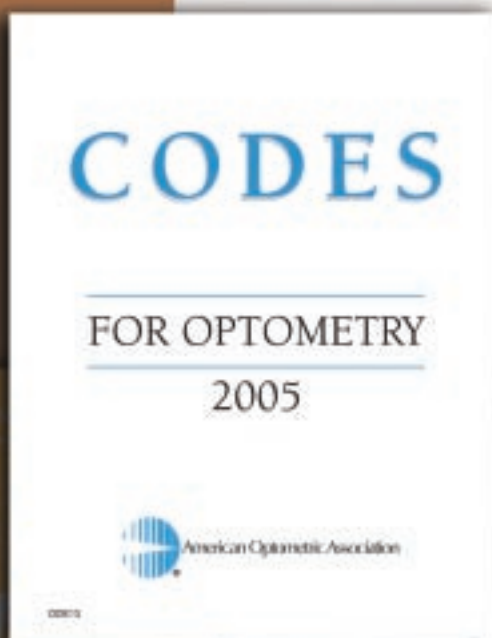
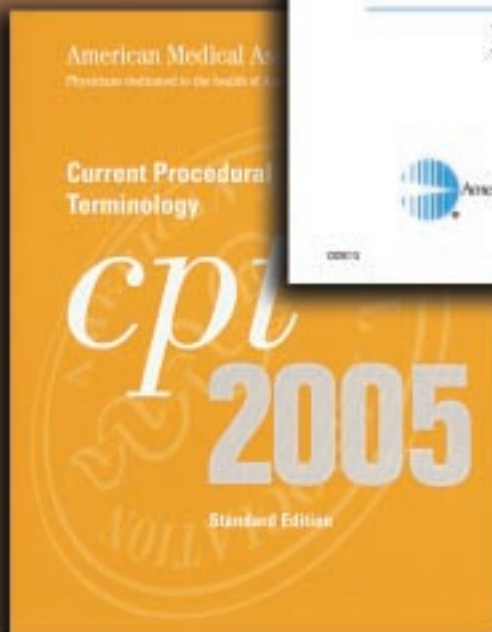
- ❖ Annual and Regional CL Education
- ❖ Resource Materials and Information
- ❖ Clinical and Informational Alerts on subjects such as laws like the Fairness to Contact Lens Consumers Act.

Peer Interaction:

- ❖ Participation in CE activities
  - ❖ Involvement in CLCS Committee structure
  - ❖ Publication of clinical papers
  - ❖ Opportunities for leadership experience
  - ❖ Student Mentor Program
- Who the CLCS speaks to:
- ❖ Governmental Agencies
  - ❖ The Media
  - ❖ State Legislative Action Groups
  - ❖ AOA Optometrists
  - ❖ Optometry Students
  - ❖ Other Health Care Providers
  - ❖ The Public

Support the commitment to the professional diagnosis, treatment and management of the contact lens patient. Join the AOA Contact Lens and Cornea Section TODAY! If you are a member, encourage a colleague to be a part of this growing organization. Contact: CLCS, Attn: Lila Rickard, Manager  
243 N. Lindbergh Blvd. St. Louis, MO 63141-7881  
(800) 365-2219, ext. 137 or 224  
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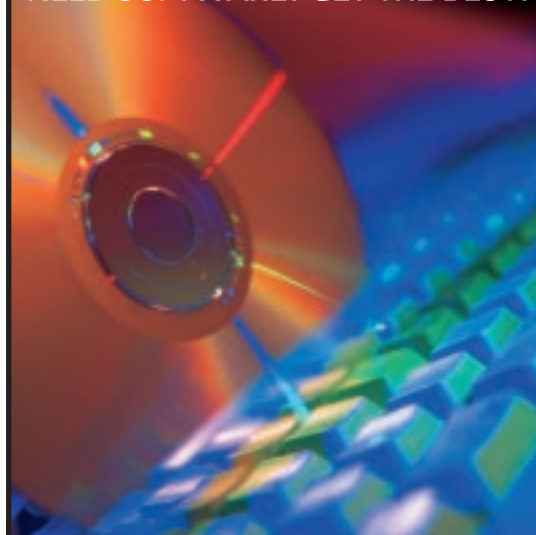
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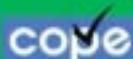


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**For more information:** Shakara Rosenbaum, B.A., Coordinator  
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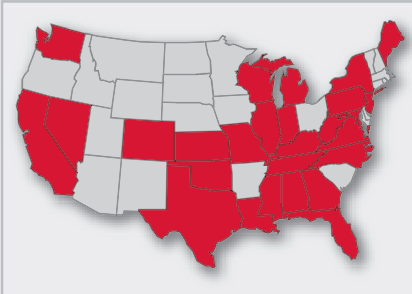
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### **Glaucoma and Retina Imaging Strategies for Comprehensive Disease Management** Sunday, March 6, 2005

Illinois College of Optometry Lecture Center  
Lecturers: Michael Chaglasian, O.D., Leonard Messner, O.D., Robert Prouty, O.D.

The course will offer four hours of T.Q. CE and two hours of CE for a total of six hours. Cost: \$150.00 for six hours (\$100 for four T.Q. hours and \$60 for two regular hours). For more information, contact Ms. Connie Pietrzak, Director of Alumni Relations and Continuing Education at 312-949-7080.

8:00 a.m. Registration with continental breakfast  
9:00 a.m. Lectures  
12:00 p.m. Lunch  
1:00 p.m. Case Studies  
2:00 p.m. Two hour workshops featuring the technologies of OCT, GDX, Matrix and others



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[www.floridaeyes.org](http://www.floridaeyes.org) for more info**

**\*\*This does not include CE fee of \$95.00**



### **Illinois College of Optometry FACULTY POSITIONS**

The Illinois College of Optometry invites applications for full-time and part-time faculty positions in the:

**Cornea/Contact Lens Service • Primary Care Service • Basic and Health Science Department**

The clinical positions may include significant didactic responsibilities depending upon the experience of the applicant. The desired candidate will be residency trained or have a Ph.D. degree where applicable.

Applicants for clinical positions must be graduates of an accredited school or college of optometry and be eligible for state licensure in Illinois and qualify for privileges at the Illinois Eye Institute, the College's clinical facility. Candidates should demonstrate an active record of participation and excellence in teaching and research. Rank and salary will be commensurate with experience.

A letter of intent, current curriculum vitae, and the name and address of three professional references should be submitted to:

**Laura Rounce**  
Vice President for Human Resources and Physical Resources  
Illinois College of Optometry • 3241 South Michigan Avenue  
Chicago, IL 60616 • e-mail: [lrounce@eyecare.ico.edu](mailto:lrounce@eyecare.ico.edu)  
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### **FULL-TIME FACULTY POSITION AVAILABLE**

The University of Alabama at Birmingham, School of Optometry, Department of Optometry, invites applicants for a faculty position available Summer 2005. This position is at the rank of assistant professor or associate professor, or for the exceptional candidate, professor. The position is tenure-earning, nontenure-earning, or tenured, depending on the candidate's qualifications.

Applicants for this position in the Department of Optometry must possess the Doctor of Optometry degree and have completed an ACOE accredited residency program or have had substantial contact lens experience. Evidence of an ability to develop in the area of patient care and research is important. The successful candidate will have teaching responsibility in both the clinic as well as didactic teaching programs. In addition, this position may offer the opportunity to serve as Director of the Cornea/Contact Lens Service and supervisor of the Cornea/Contact Lens residency program. A curriculum vitae, statement of clinical teaching and research interest, and names and addresses of three professional references should be sent to:

**Jimmy D. Bartlett, O.D., Interim Chair, Department of Optometry  
School of Optometry, University of Alabama at Birmingham  
1716 University Boulevard, Birmingham, AL 35294-0010**

**Applications will be accepted until March 15, 2005  
For further information, call Dr. Bartlett at (205) 934-6764**

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### **Part-Time Pediatric Faculty Position**

The University of Alabama at Birmingham, School of Optometry, Department of Optometry, invites applicants for a part-time, non-tenure earning faculty position at the rank of Clinical Assistant Professor or Clinical Associate Professor, available Spring 2005. The applicant for this position in the Department of Optometry must possess the Doctor of Optometry degree and have completed an ACOE accredited optometry pediatric residency program or have had substantial pediatric experience. The person selected for this position will have primarily clinical teaching responsibility. A current curriculum vitae, statement of clinical teaching interests, and names and addresses of three professional references should be sent to:

**Jimmy D. Bartlett, O.D., Interim Chair, Department of Optometry  
School of Optometry, University of Alabama at Birmingham  
1716 University Boulevard, Birmingham, Alabama 35294-0010**

**Applications will be accepted until March 15, 2005  
For further information, call Dr. Bartlett at (205) 934-6764.**

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## CLINICAL FACULTY POSITIONS



The New England College of Optometry is inviting applications for non-tenure track clinical faculty in the areas of primary care and community health.



Responsibilities will depend upon the qualifications and interests of the applicant, but will include clinical care and laboratory teaching. Faculty also serve as members of the professional staff of The New England Eye Institute, the clinical network of the College and may provide care in a variety of settings including community health centers, hospitals and other health facilities in the greater Boston area.

Required qualifications include an O.D. degree, advanced educational credentials (e.g. residency, MS, Ph.D., MPH, etc) or equivalent experience, and eligibility to be fully licensed in Massachusetts. The successful applicant will have a demonstrated commitment to excellence in clinical care, community health and a clear potential to assume a leadership role in dynamic health care and educational environments. Faculty rank and salary will be commensurate with experience.

Applicants should submit a letter of application and curriculum vitae by 3/15/2005 to:

Dr. Clifford Scott, Chair  
Department of Community Health  
c/o Office of Academic Affairs  
New England College of Optometry  
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- Masquerade Syndromes: Binocular Vision vs. Pathology (2 hours T.G.)
- Nutraceuticals in Eye Care: The Real Truth (2 hours T.G.)
- The Glaucomas (2 hours T.G.)
- Detection & Treatment of Glaucoma (2 hours C.E.)
- The Inflammatory Cascade & the Ocular Allergic Response (1 hour C.E.)
- A.I.D.S. and the Office Practice (1 hour C.E.)

### CONTACT

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**NEVADA – Northwestern.** Close to Reno/Tahoe - great outdoors area! Busy private practice for sale in a growing community just east of Reno. Will consider associate for eventual practice takeover. Full scope optometry, 300K on 3.5 days per week. E-mail: [doctormmm@charter.net](mailto:doctormmm@charter.net)

**NEW JERSEY – Central.** Established solo 13-year practice, full scope, great location. Doctor's personal circumstances necessitate sale. Call 732-381-1433 or E-Mail: [fcaye942@aol.com](mailto:fcaye942@aol.com)

**NEW JERSEY – Toms River and Freehold Areas.** Growing Optometry practice has part-time positions available in the Toms River and Freehold areas. We offer excellent compensation, established patient base and a flexible schedule. Fax CV to 866/657-5400, email to [caring@healthdrive.com](mailto:caring@healthdrive.com) or call toll-free 877/724-4410.

**NEW MEXICO – Silver City.** 34 year practice for sale. Will consider associate. **Net 200K.** Beautiful high desert climate at 6000 feet adjacent to the Gila wilderness hunting and fishing. State university in town. Call after 6 P.M. mountain time. 505/388-1769.

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**VIRGINIA – Roanoke.** Two office practice, full-time associate position. Salary and benefits. Contact Rita 540/989-4114.

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